



**Northeast ENERGY STAR<sup>®</sup> Lighting Initiative**

**Request for Proposals  
Dated: July 31, 2006**

**Request for Lighting Fixture Manufacturer and Retailer Proposals**

**2006 ENERGY STAR Light Fixture Promotions**

## **Sponsors**

<b>Massachusetts:</b>	NSTAR Electric Cape Light Compact National Grid (Massachusetts) Western Massachusetts Electric Company
<b>Rhode Island:</b>	National Grid (Rhode Island)
<b>Vermont:</b>	Efficiency Vermont
<b>Connecticut:</b>	Connecticut Light & Power The United Illuminating Company

## **Objective**

Sponsors (as listed above) invite ENERGY STAR<sup>®</sup> Light Fixture Manufacturers and Retailers/Showrooms to submit proposals for special promotions targeting ENERGY STAR qualified lighting fixtures and torchieres. Earlier this year, a Request for Proposals was issued on January 13, 2006, seeking comprehensive proposals for the Sponsors' 2006 Negotiated Cooperative Promotion (NCP). As in past years, CFLs comprise the majority of the 2006 NCP products proposed.

The Sponsors recognize that fixture manufacturers and their retail outlets have needs that differ from those of CFL manufacturers and their retailer partners. As such, a separate invitation for lighting fixture promotions is being extended in order to address needs regarding timing, retailer and/or showroom outlets, and incentive offers that differ from the needs of typical CFL promotions.

The Sponsors seek proposals that maximize cost-effective energy (kilowatt/hour) savings to Sponsors' residential customers with a focus on increasing the sales and awareness of the wide variety of quality ENERGY STAR qualified lighting fixture products through local, regional and national campaigns. These proposals should target residential consumers at the retail level and should not be designed to target the new construction or bulk purchase contractor/developer or property management markets.

The combined promotional efforts of manufacturers, retailers, and the Sponsors of the Northeast ENERGY STAR Lighting Initiative have resulted in positive changes to the residential lighting market in New England over the last several years. Sponsors have seen substantial increases in sales, dramatic reductions in retail prices, and a more diverse mix of retailers that stock these products. The Sponsors look to further strengthen these positive trends and build upon previous success by supporting the promotion of ENERGY STAR qualified lighting fixture awareness and sales.

We invite fixture manufacturers and retailers/showrooms to submit proposals for the use of Sponsors' promotional incentives, and encourage innovative and creative approaches to ENERGY STAR lighting fixture promotions.

## **Proposal and Promotion Requirements**

### **Eligible Products:**

All ENERGY STAR qualified (as listed on [www.energystar.gov](http://www.energystar.gov)) residential light fixtures (including ceiling and ventilation fans with pin-based CFLs, or pin-based CFL ceiling fan kits) are eligible for promotion, with certain exceptions. This Request for Proposals explicitly excludes light fixtures using high-pressure sodium or other HID lamps, and linear fluorescent tubes; portable work lights, and halogen or incandescent fixtures with motion sensors.

Promotional products must be qualified under the most current version of the relevant ENERGY STAR specification as of the start date of the proposed promotion.

### **Selection Criteria:**

Selection and funding of any submitted proposal will be based on:

- Ability to provide accurate, complete verifiable store level shipment and sales data – preference will be given to computerized POS data.
- Product eligibility -- products must comply with the current ENERGY STAR specifications for Lighting Fixtures.
- Creative marketing plans, special events and/or consumer education plans that highlight regional and national ENERGY STAR promotional campaigns such as *Change a Light, Change the World* (Oct – Dec).
- Proposed product mix – variety/style of fixtures.

The Sponsors reserve the right to refuse any proposal or to negotiate the specifics of any submitted promotion, including funding levels. Incentive funds will be available only upon written confirmation (Memorandum of Understanding) from the participating Sponsors. Bidders should understand that ACTUAL incentive amounts will be based on compliance with the MOU and performance of the Bidders and are not guaranteed. Each participating Sponsor reserves the right to subsequently reallocate or deny funding of promotions which are deemed as non-performing.

## **Types of Proposals Requested**

The Sponsors request proposals for promotions from manufacturer-retailer partner teams. Proposals will be entertained from both manufacturers through selected retailers/showrooms and from retailers/showrooms partnering with several manufacturers. The Sponsors encourage marketing creativity and product diversity from retailers and manufacturers in their proposals.

**Preference will be given to proposals that include strong manufacturer and retailer/showroom promotional support.** Support can be in the form of special POP materials and displays, advertising, consumer education activities, wholesale or retail discounting, and/or special packaging.

## **Deadline for Submitting Proposals**

**Proposals will be reviewed on a first come, first serve basis.** Please e-mail proposals to the appropriate contacts below. Items that cannot be transmitted electronically must be sent as hard copy. Questions regarding this Request for Proposals, developing proposals, or other aspects of the Sponsors' ENERGY STAR lighting programs should be directed to the contacts below.

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